

Spotlight: Germany

Workers in Germany share a range of concerns about connectivity – from affordability to the network’s ability to support a shift to hybrid working



Almost 2 in 3 workers (65%) of a total 2,008 respondents in Germany state the reliability and quality of their broadband connection is important to their way of life. In addition, 66% believe everyone should be able to securely connect to fast, reliable Internet in all public places, regardless of location.

Nearly as many (63%) claim the German Government must accelerate its plans for universal access to speedy, stable connectivity. Officials have set a target of installing gigabit-capable networks nationwide by 2025.

Policymakers have also developed a 5G strategy, with the goal of extending the fibre infrastructure in every region and community. In April 2021, the federal Parliament voted for the right to fast Internet, particularly in rural areas.

Better connections

A similar proportion of respondents (63%) remain concerned about the ability of Germany’s current Internet infrastructure to support a shift to hybrid working, saying broadband services must dramatically improve for this emerging employment model to be a success.

At present, 65% of respondents say reliable and quality broadband is important to them.

Half (50%) also claim three or more people are online in their home simultaneously, putting further pressure on connections.

Key takeaways



65% of workers in Germany state reliable, quality broadband is important to them



More than 6 in 10 respondents claim hybrid working patterns must be aided by dramatic improvements to connectivity



Almost 2 in 3 say fast, reliable Internet connections are cost-prohibitive for low-income households



63% of respondents believe plans should accelerate to ensure high-speed and reliable Internet is available to everyone

With 33% of respondents already using their household’s Internet service to work, or even run their own business, growing importance is placed on home broadband reliability.

More than 4 in 10 (44%) state their household’s Internet usage is expected to increase or stay the same in the year ahead. Over 1 in 3 (36%) would like to upgrade their service in the next 12 months, but close to 1 in 5 (18%) say they won’t because it’s too expensive.

Affordability is seen as an issue generally, with 64% claiming access to affordable, reliable broadband is set to become a major issue for the population.

Inclusive Internet

A total of 61% of respondents suggest low-income families in particular are being priced out by the cost of broadband Internet access. This is important to many people, as 47% believe Germany’s future economic growth depends on access for all to fast, reliable services.

A further 50% share the opinion that such access is also critical to developing and maintaining a well-educated and informed population.

